



2024 Fall & Winter Trends

MADAK™

Fall/Winter Projected Color Trends





Birthday

Inspiration - Cozy Birthday



Typography & Color

Happy Birthday

Lobster

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Cheers!

Playfair Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ

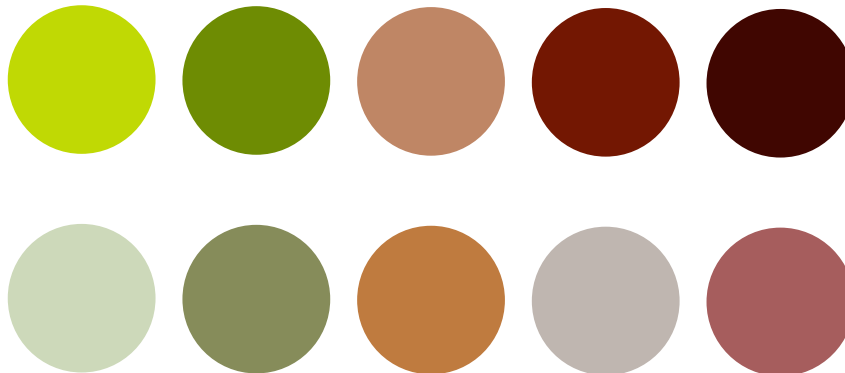
abcdefghijklmnopqrstuvwxyz

It's Your Cake Day

MONTERRAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



Examples - Cozy Birthday



Inspiration - Orange Passion



Examples - Orange Passion



Typography & Color - Orange Passion

HAPPY BIRTHDAY

AMATIC SC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Cheers!

Zilla Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ

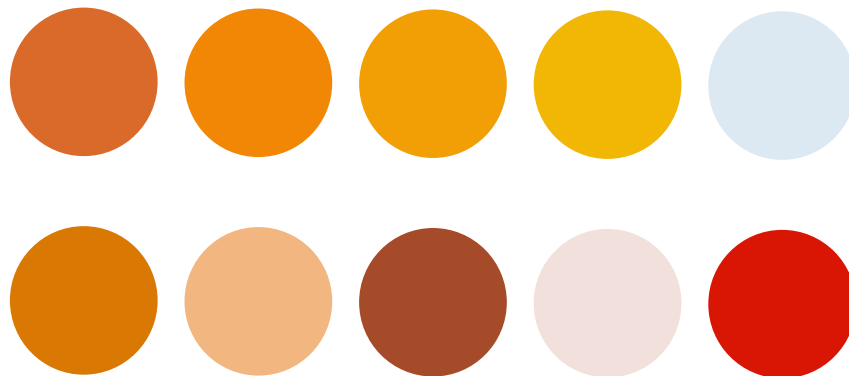
abcdefghijklmnopqrstuvwxyz

It's Your Cake Day

Oswald Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz





All Occasion

Inspiration - Dark Winter



Examples - Dark Winter



Typography & Color - Dark Winter

Celebrate

Meddon

A B C D E F G H I J K L M N O P Q R

S T U V W X Y Z

abcdefghijklmnopqrstuvwxyz

Thank You!

Marcellus

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

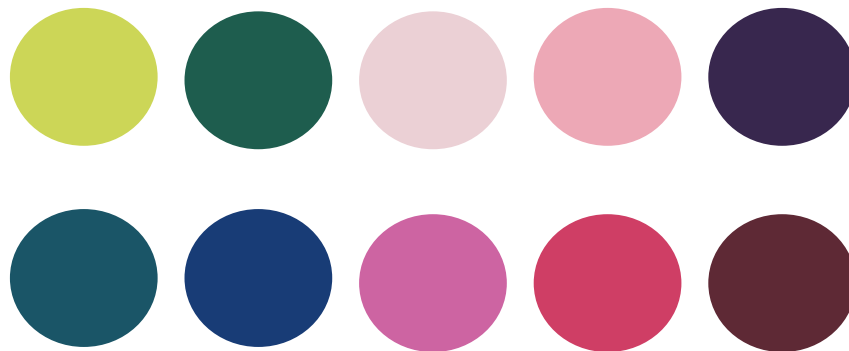
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Cheers!

Outfit

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

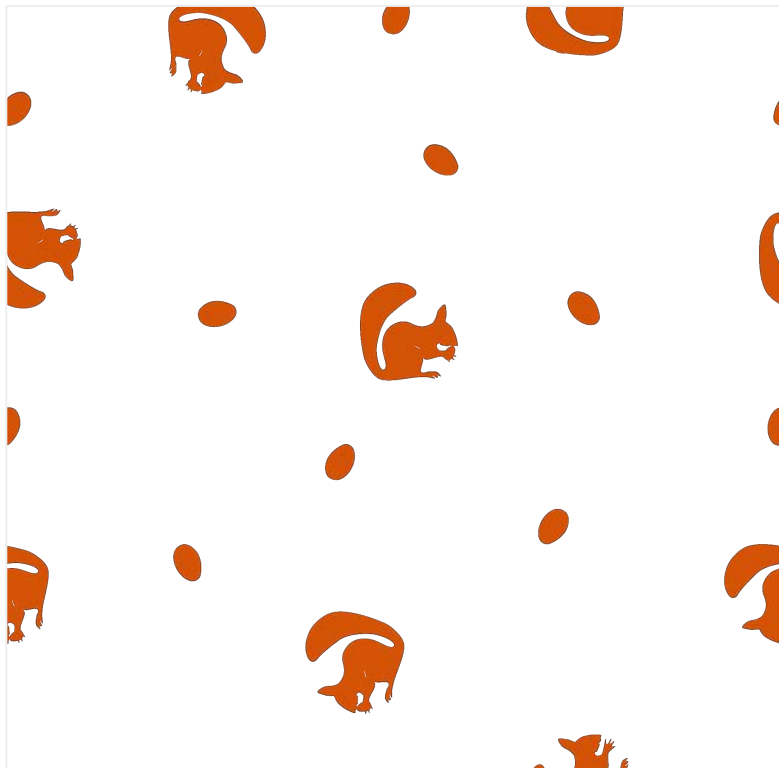
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Inspiration - Fall Spice



Examples - Fall Spice



Typography & Color - Fall Spice

Celebrate

Satisfy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Thank You!

Tinos

ABCDEFGHIJKLMNOPQRSTUVWXYZ

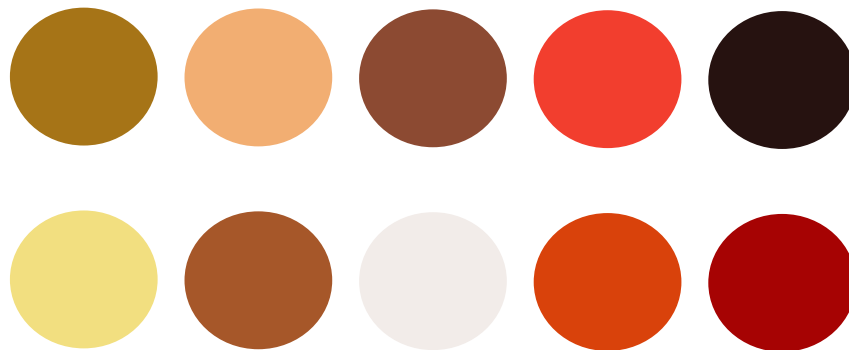
abcdefghijklmnopqrstuvwxyz

Cheers!

Josefin Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



The image features a decorative background. The top-left corner is filled with a pattern of light blue dots arranged in a grid that tapers towards the right. The rest of the background is white. At the bottom, there is a solid blue horizontal bar.

Baby

Inspiration - Snuggles



Examples - Snuggles



Typography & Color - Snuggles

It's a Boy!

Oleo Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

It's a Girl!

Constantia

ABCDEFGHIJKLMNOPQRSTUVWXYZ

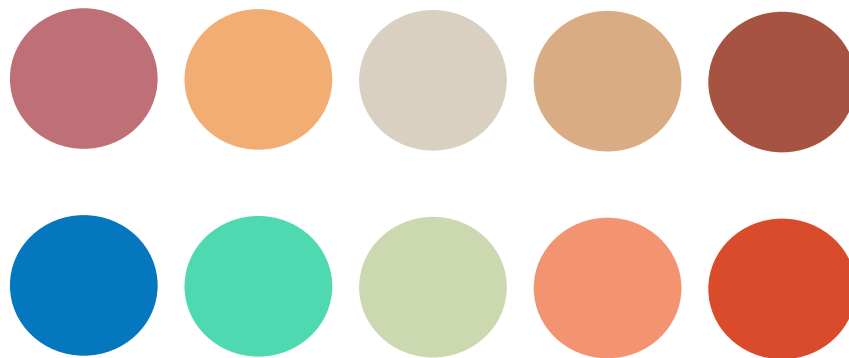
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Hello Little One

Fredoka

ABCDEFGHIJKLMNOPQRSTUVWXYZ

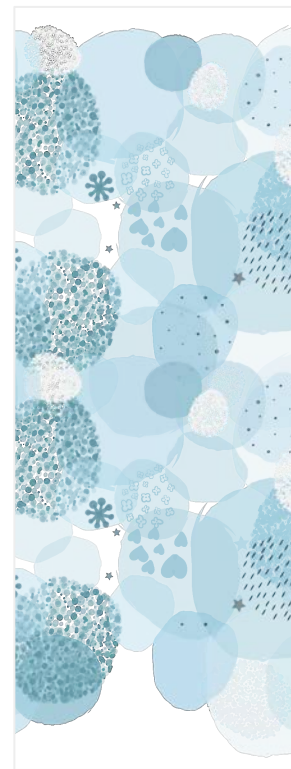
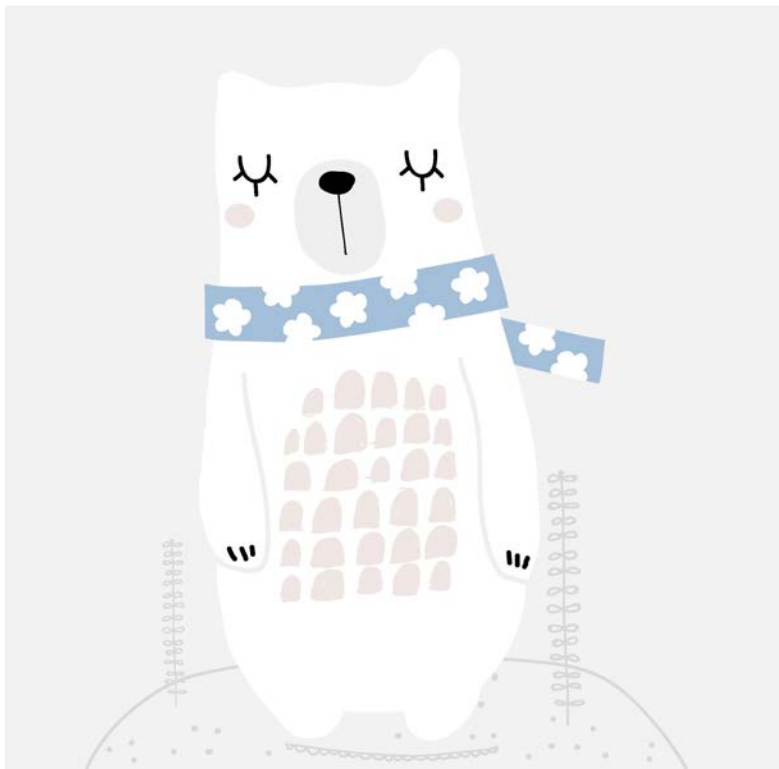
abcdefghijklmnopqrstuvwxyz



Inspiration - Snow Cap



Examples - Snow Cap



Typography & Color - Snow Cap

IT'S A BOY!

AMATIC SC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

It's a Girl!

Merriweather

ABCDEFGHIJKLMNOPQRSTUVWXYZ

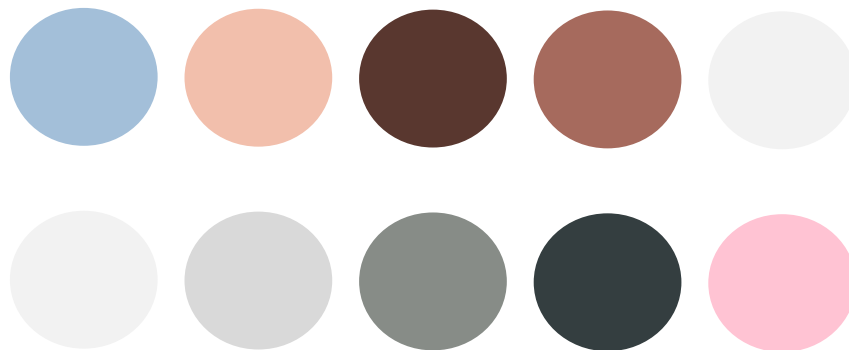
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Hello Little One

Fredoka

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



The image features a decorative background. The top-left corner is filled with a pattern of light blue dots arranged in a grid that tapers towards the right. The rest of the background is white. At the bottom, there is a solid blue horizontal bar.

Christmas

Inspiration - Traditional/Classic



Typography & Color - Traditional/Classic

Ho Ho Ho!

Dancing Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Holly Jolly

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ

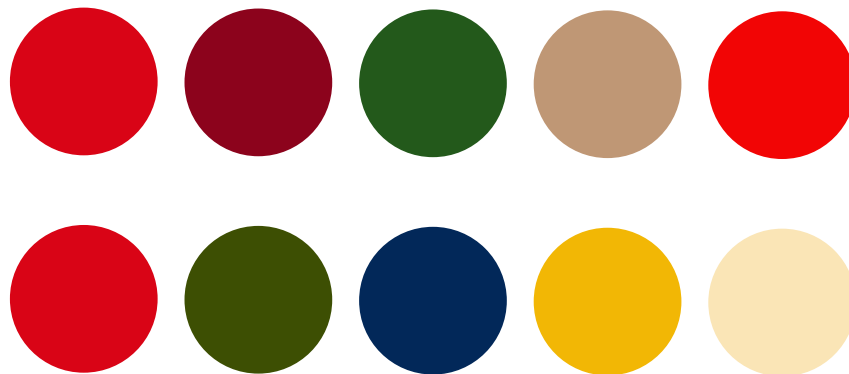
abcdefghijklmnopqrstuvwxyz

Merry Christmas

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ

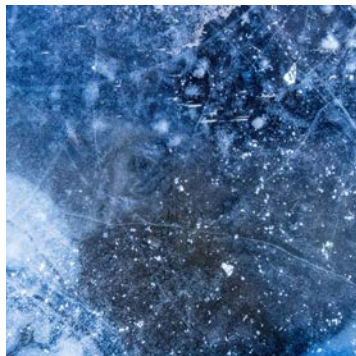
abcdefghijklmnopqrstuvwxyz



Examples - Traditional/Classic



Inspiration - Blue Freeze



Typography & Color - Blue Freeze

Ho Ho Ho!

Style Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Holly Jolly

Baskerville

ABCDEFGHIJKLMNOPQRSTUVWXYZ

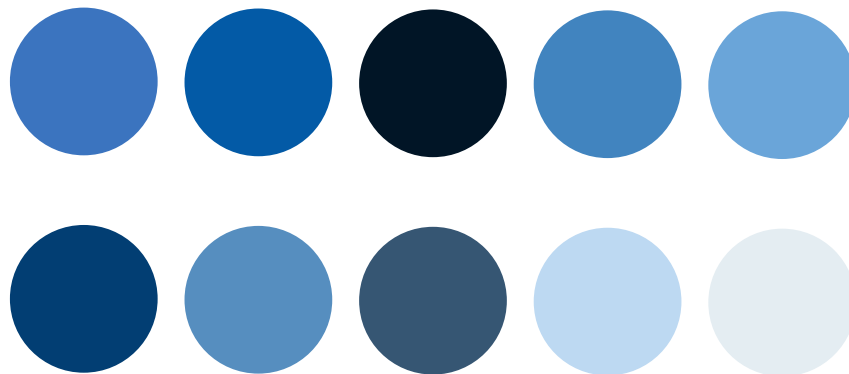
abcdefghijklmnopqrstuvwxyz

Merry Christmas

Trebuchet MS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

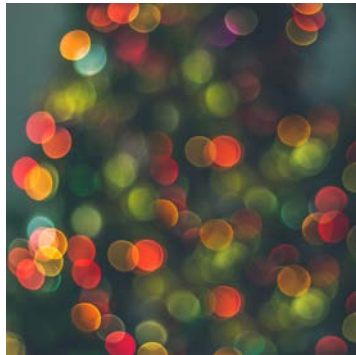
abcdefghijklmnopqrstuvwxyz



Examples - Blue Freeze



Inspiration - Radiant Lights



Typography & Color - Radiant Lights

Ho Ho Ho!

Great Vibes

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Holly Jolly

Bodoni Moda

ABCDEFGHIJKLMNOPQRSTUVWXYZ

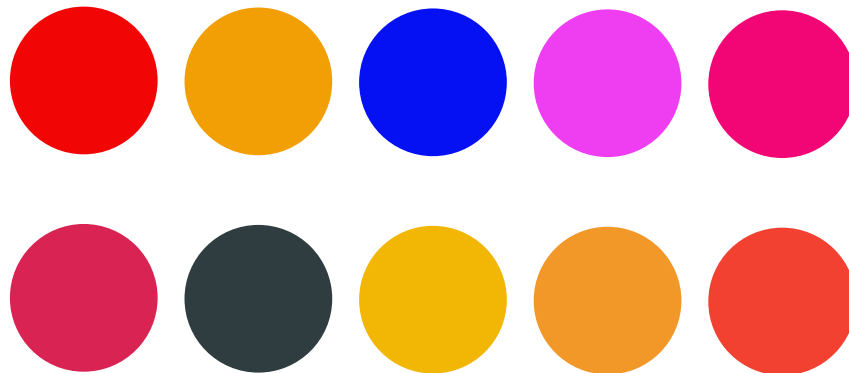
abcdefghijklmnopqrstuvwxyz

Merry Christmas

Red Hat Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



Examples - Radiant Lights

